NYT BHY 2021

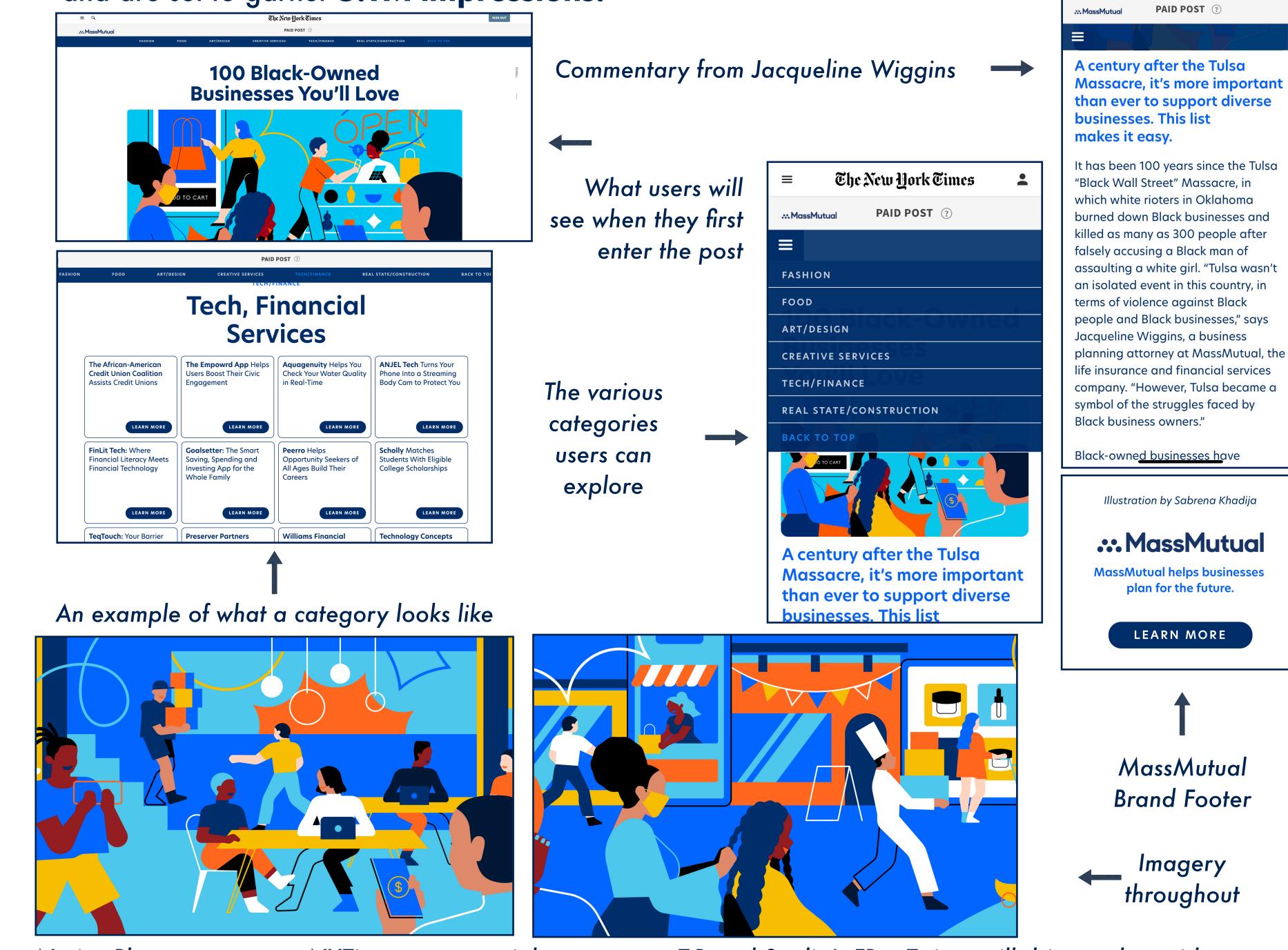
MassMutual Nyt: black history continued

PAID POST OVERVIEW

We are thrilled to share that on 5/25, we launched our paid post dedicated to highlighting 100 Black-Owned Businesses across the country. Through this partnership, not only can we reach this audience in a meaningful way, but we're also making an impact as a brand, in supporting black entrepreneurs. This initiative lets us, help them. The work we do today, promotes action that will have a lasting impact.

The paid post is set up as shoppable experience for users to explore all the businesses in one place. Commentary from Jacqueline Wiggins, MM's very own planning attorney, is featured at the start of the post.

Although we're unable to provide the estimated overall page views for the paid post, we do expect to see 46K impressions from the MM brand footer (see below). We're excited to have **100 Flex Frames highlighted each and every one of the businesses** on the paid post, that will drive to the businesses homepages. These businesses will be rotated in on a schedule and are set to garner **5.1M impressions.**



GIANT SPOON

Native Placements across <u>NYTimes.com</u> + social posts across T-Brand Studio's FB + Twitter will drive to the paid post.

NYT BHY 202

The

7

Daily

MassMutual **NYT: BLACK HISTORY CONTINUED**

ADDITIONAL MEDIA SUPPORT

As of 4/1, the Mother Daughter & Live Mutual Project Flex Frames have been live, as part of our Editorial Sponsorship. As of 5/21, the Brand Flex Frame (part of the Editorial Sponsorship) & Small Business Owner Flex Frame have been live across <u>NYTimes.com</u>. See below for screenshots.

The Small Business Owner Flex Frame is expected to deliver **2.5M impressions** and while we can't guarantee the number of impressions garnered from the Editorial Sponsorship, we have reported roughly 235K impressions between February and April.

During February and March, we had Flex Frames running that targeted NYT's "informed" and "inspired" audiences. These Flex Frames delivered around 840K impressions.

We'll also have mid-roll & post-roll across The Daily. From March through April, we've delivered roughly 821K downloads/impressions and are expected to deliver around **3M more by the end** of 2021.

Planning for



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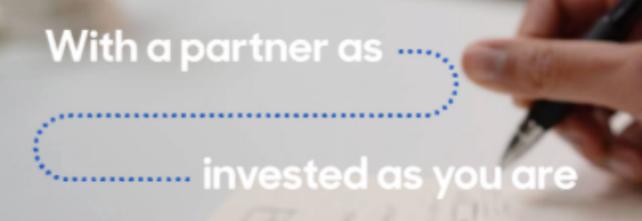
a future together

Proudly supporting Black History, Continued

Learn Plane

Mother Daughter Flex Frame *Driving to MM's D&I landing page

Small Business **Owner Flex Frame** *Driving to MM's D&I landing page



.... MassMutual

Learn More

We can help plan for the future together

Committed to advancing financial

.MassMutual

(laserimes

Proudly supporting Black History, Continued Live Mutual Project Flex Frame *Driving to LMP landing page

well-being in all communities

Brand Flex Frame *Driving to MM's D&I landing page

Whatever you're planning for your family

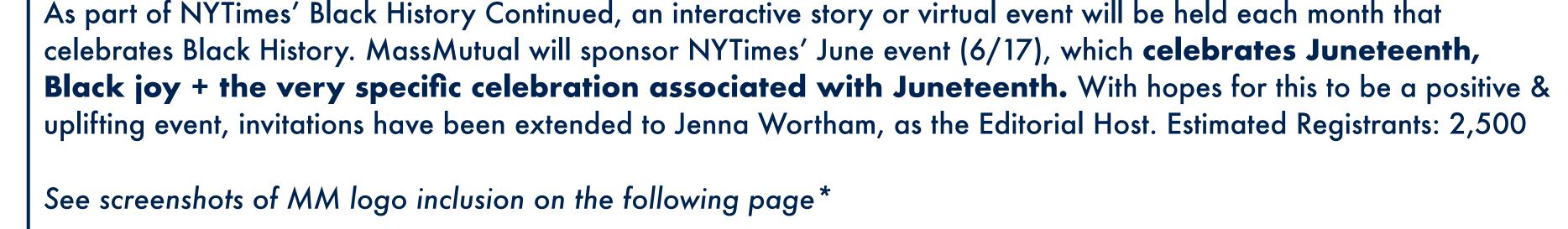
170 years helping plan futures

Juneteenth- Celebrating the New Black Joy Sponsorship

Learn More

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NYT BHY 2021

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MassMutual **NYT: BLACK HISTORY CONTINUED**

ADDITIONAL MEDIA SUPPORT

Committed to advancing financial well-being in all communities

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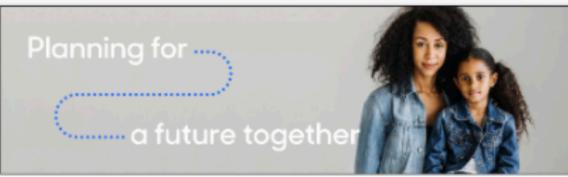
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McEWen The status que depends on a backward encorpt, which is that architecture is expensive. Insurious, effice and (pseudo) examgrade - whereas I think a vible true to the cheep, temporary,

Admossed Lagree with Mitch, Mobel Wilson makes a distinction between buildings and Architecture, because Architecture with a cardial A methor an academic infrae radam of discorregard. inter-folge production used to manage, whereas buildings are made allower the world. Plat of what one collective wants to do is reclaim the larger, side provide of architecture.

Williams The stapped working about Architecture with a capital. A. We should just be tellting short special practice. How our Mark people mean through spaces in years that yea as helene edited? Ellimately, we details be destanting for low-length there reports -not a freedom joint, but a localem to.

Wellwan The territority is correlated after your age 1 did at workshop on Detroit on reparations, and acceptate who showed apget very carried when i started talking about building for reparations, because in the leafershold Black polities, you build when provide with someone. You say "I want to build with you." Inmeans I wont to express in politics. I wont to build a movement, when I said, us, I means actually building, folls suddanly corned. defined, and iding about the iterally beak environment negated the choice of engewermant. They and, "W/re going to build just Write going to indiff sharing. We're galegen hold over arm "crather," I was The that's over and can be also show in got some committee among where and how much we're going, so refusaging



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Proudly supporting Black History, Continued

LeamMare

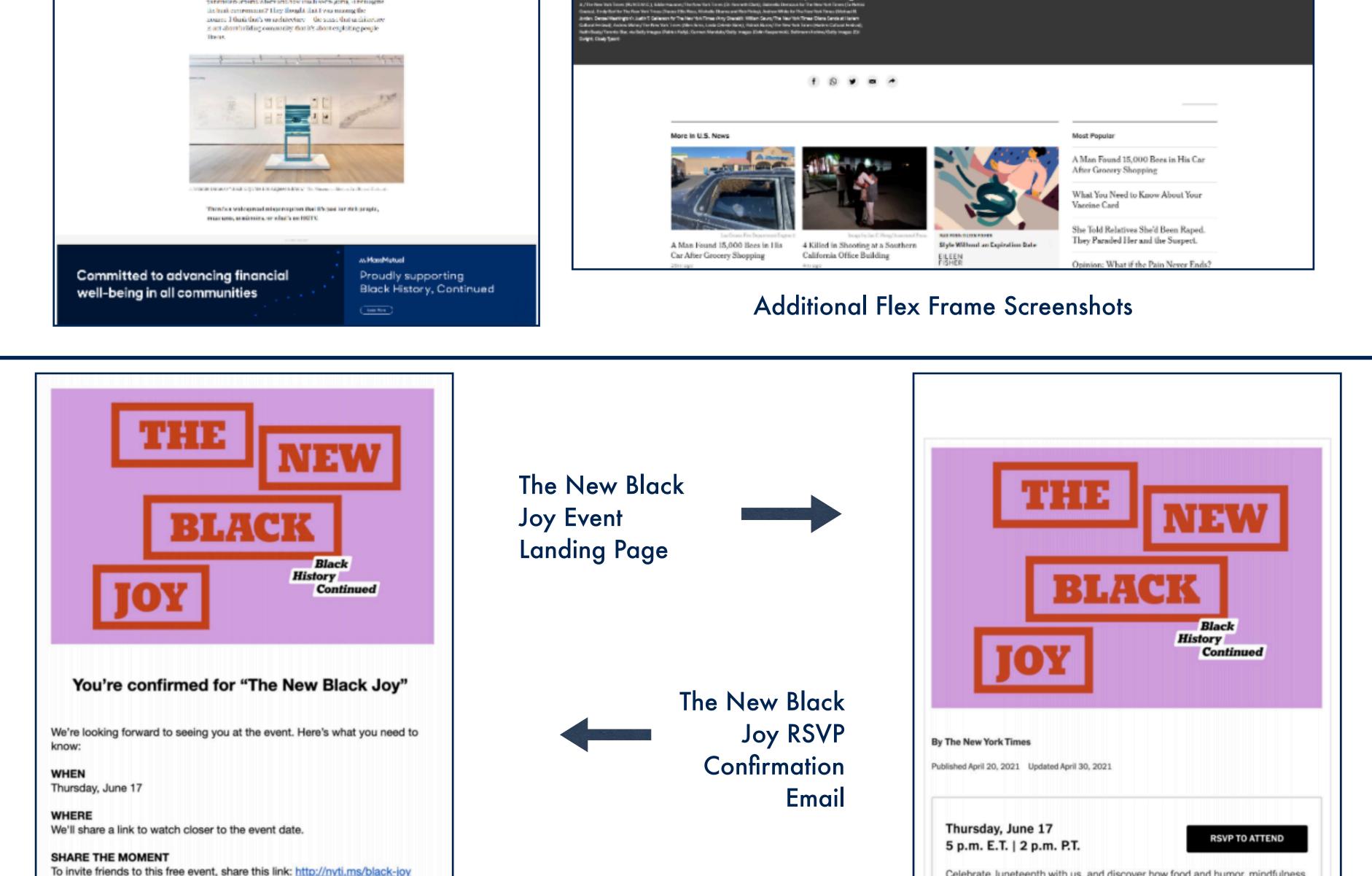
These Images Tell the Stories of American Blackness

By Sandra E. Garcia

The cut-and-paste montages of Black historical figures watching over successful Black Americans serve as folklore to a community clinging to their heroes.



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SPOON

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Questions? Email us at timesevents@nytimes.com Sign up to hear about upcoming New York Times Events.



Additional Items for Logo Inclusion: -Newsletter text mention -Reminder email -Event holding card



and meditation, and, yes, even napping can invigorate our souls, and help us face everyday trauma and adversity. We'll be welcoming special guests to bring us music, meals and more. Presented by MassMutual

Celebrate Juneteenth with us, and discover how food and humor, mindfulness